

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 EURE-00 DRC-01 RSC-01 /014 W

----- 090845

P R 261430Z MAR 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC PRIORITY 7756

USDOC WASHDC PRIORITY

USIA WASHDC PRIORITY

INFO AMEMBASSY VIENNA

UNCLAS SOFIA 0419

E.O. 11652: N/A

TAGS: BEXP BU

SUBJECT: US PARTICIPATION PLOVDIV FAIR 1974

VIENNA FOR EWTC AND REX

DOC/BEWT FOR RICE

STATE/EUR/EE FOR SEGALL

USIA/IEE FOR CALLOWAY

REF: A. SOFIA 0417; B. SOFIA 0318

1. EMBASSY HAS UNDATED DRAFT ENTITLED MEORANDUM OF UNDERSTANDING BETWEEN USDOC AND USIA OUTLINING RESPONSIBILITIES FOR PLOVDIV FAIR. ACCORDING TO DRAFT UNDERSTANDING, BEWT WILL BE FINANCIALLY RESPONSIBLE FOR FOLLOWING CHARGES AT FAIR:

A. RENTAL OF OUTDOOR SPACE (929 MEMTERS AT \$6.70 PER METER);

B. OFFICE BUILDING SPACE TOTAL COST \$4,757;

C. DOME EXHIBITION EXPENSE (421 METERS AT \$18.39 PER METER);

D. TOTAL EXPENSE TO BEWT (ACCORDING TO DRAFT) IS \$18,723.00.

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2. ASSUMING THAT SUGGESTED CHARGES REMAINED AT \$45 PER METER OUTDOOR AND \$85 PER METER FOR INDOOR SPACE, PRIVATE EXHIBITORS WOULD CONTRIBUTE \$77,590 IN RENTAL FEE. WHILE EMBASSY REALIZES THAT CONSTRUCTION AND DESIGN OF PRIVATE EXHIBITION SPACE MUST BE INCLUDED IN FEE TO POTENTIAL EXHIBITORS, WE WOULD FIND IT DIFFICULT TO JUSTIFY \$85/45 DOLLAR FEE ON THAT GROUND ALONE.

3. SUGGESTED FEE WOULD, FOR EXAMPLE, BE QUITE REASONABLE TO A FIRM SUCH AS STAUFFER OR FMC WHICH IS PLANNING A SMALL BOOTH (ROUGHLY 20 SQUARE METERS) IN WHICH TO DISPLAY LIMITED NUMBERS OF EQUIPMENT. BUT FEE IS TOO HIGH IN OUR JUDGMENT FOR FIRMS SUCH AS DEERE AND HESSTON WHOSE DISPLAY WOULD BE LARGELY EQUIPMENT LAID OUT ON EMPTY, UNFINISHED SPACE WITH SMALL BOOTH NEARBY (ROUGHLY 10 METERS).

4. WOULD IT NOT BE POSSIBLE TO ARRANGE SOME SORT OF COMPROMISE FEE SUCH AS \$1500 PER EXHIBITOR FOR WHICH HE WOULD RECEIVE COVERED BOOTH AREA SUITABLE FOR OFFICES, DISPLAY OF LITERATURE AND FILMS (ROUGHLY 15-20 SQUARE METERS). ADDITIONAL FEE, SUCH AS \$10 A METER EXTERIOR AND \$30 INTERIOR (WHICH IS STILL IN EXCESS OF ACTUAL COST TO US) COULD BE CHARGED FOR "UNDEVELOPED SPACE" ON WHICH LARGE EQUIPMENT WOULD BE DISPLAYED.

5. IN TELCON MARCH 26 WITH ANTHONY JONES, VIENNA BASED REP OF FMC, FOR EXAMPLE HE SAID THAT FMC WOULD PROBABLY BE WILLING TO PAY \$85 PER SQUARE METER FOR BOOTH AREA, BUT WOULD BE MOST RELUCTANT TO ACCEPT SUCH HIGH CHARGES FOR UNDEVELOPED AREA SIMPLY TO HOLD EQUIPMENT.

6. IF SUCH A CONCEPT WERE ACCEPTABLE IT MIGHT BE BETTER TO DIVIDE COSTS AS "DEVELOPED" AND "UNDEVELOPED", RATHER THAN INDOOR AND OUTDOOR. HESSTON, DEERE AND INTERNATIONAL-HARVESTER, FOR EXAMPLE, COULD TAKE 20 METERS "DEVELOPED" AND 125 METERS UNDEVELOPED FOR TOTAL COST OF \$2950. THIS FIGURE, WHILE STILL FAR ABOVE "NOMINAL" WOULD MAKE IT MORE LIKELY TO ATTRACT THEIR

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PARTICIPATION THAN PRESENT SCHEME OF \$6750 OUTDOOR FEE, AND \$12,750 INDOOR CHARGE.

7. WE MUST HAVE WASHINGTON VIEWS ASAP SINCE WE ARE HOLDING PARTICIPATION AGREEMENTS FOR STAUFFER AND FMC UNTIL FINAL COST FIGURES AVAILABLE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SOFIA00419
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740064-1207
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740314/aaaaamzt.tel
Line Count: 114
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. SOFIA 0417; B. SOFIA 0318
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 12 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 JUL 2002 by elbezefj>; APPROVED <17 JUL 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: US PARTICIPATION PLOVDIV FAIR 1974 VIENNA FOR EWTC AND REX
TAGS: BEXP, BU
To: STATE USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005